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ABSTRACT

This book offers the strategies and techniques that administrators, the board of education, and a group of volunteers in one school district utilized in a successful 15-month referendum battle. The book has 16 chapters. Chapter 1 examines trends, voter attitudes, and facing reality. Chapter 2 outlines the basics for starting a referendum, and chapter 3 provides suggestions for laying the groundwork for a referendum. Assessing the enemies of the referendum, gathering advice from subcommittees and faculty representatives, gaining endorsements, and building the referendum case are discussed in chapter 4. Chapter 5 offers a look at principles in action, and chapter 6 describes ways to address the inevitable problems that arise in these campaigns. Subsequent chapters discuss the question of when to form more committees and the need not to rush to judgment regarding initial feedback. Chapter 11 looks at ways to organize the challenge, such as through community outreach and campaign support materials. Tips on setting the pace for the campaign and lessons learned from successes and blunders are covered in chapters 12 and 13. Chapter 14 provides reasons for encouraging people to vote, maintaining a database, focusing on media relations, and other tips for pushing through a referendum. The last two chapters discuss the insights gained from a successful campaign. (RJM)

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